

	S PRICE GAP			% PRICE GAP		
	NEW	OLD	DIFF.	NEW	OLD	DIFF.
1/21/95	0.59	0.58	0.01	44.7%	43.6%	1.1%
1/28/95	0.60	0.57	0.03	45.5%	42.9%	2.6%
2/4/95	0.61	0.57	0.04	46.4%	42.5%	3.8%
2/11/95	0.61	0.58	0.03	46.5%	43.3%	3.2%
2/18/95	0.62	0.59	0.03	47.3%	44.0%	3.2%
2/25/95	0.63	0.60	0.03	48.4%	45.1%	3.3%

Timing of Reports

A timing lag exists between the new enhanced service and our current pricing data. As a result, the delivery schedule of weekly pricing reports will be revised to be consistent with the Nielsen Integrated Reports. Timing for the first week of the new pricing service will be as follows:

Monday (3/13): Pricing flash report including w/e 3/4 C-store data and 2/25 Supermarket data.

Wednesday (3/15): Full Pricing Report including an emerging trends section with w/e 3/4 C-store data and 2/25 Supermarket data.

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